

WXIX

ORDERFlight Dates **09/04/12-09/14/12**Contract / Revision **794476 /**Original Date / Revision
07/09/12 09/05/12Advertiser **American Crossroads**

New till 11/14/10

Agency **Crossroads Media**

Buying Contact

**66 Canal Center Plaza
Suite 555
Alexandria, VA 22314**Product**AMERICAN CROSSROADS**Agency Com 15%Billing Contact**66 Canal Center Plaza
Suite 555
Alexandria, VA 22314**Sales Office T-DCSales Region NationalAgency RefOrder Sep 00:15:00Estimate # **690**Alt Order # **06225760**Billing Type CashOrder Type GeneralBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A35+Rev Codes Agency Political Pol-IssueProduct Codes PL20Priority P 5Advertiser RefPrimary Account Executive

Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	40	\$19,465.00	\$22,900.00	0.00	08/27/12	09/14/12	40	\$19,465.00	\$22,900.00
Totals	40	\$19,465.00	\$22,900.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WXIX	09/07/12	09/07/12	Late News M-F Late News M-F	Comm	10-11P	----1--	:30	1	\$1,200.00	P 3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----1--					1	\$1,200.00		0.00		
E 2	WXIX	09/07/12	09/07/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	----1--	:30	1	\$100.00	P 3	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----1--					1	\$100.00		0.00		
E 3	WXIX	09/07/12	09/07/12	News @ 5a News @ 5a	Comm	5a-6a	----1--	:30	1	\$200.00	P 3	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----1--					1	\$200.00		0.00		



Contract / Revision **794476** Flight Dates **09/04/12-09/14/12**

Hiatus Dates

Original Date / Revision 07/09/12/ 09/05/12

Order Sep 00:15:00

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **690**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WXIX	09/07/12	09/07/12	News @ 6a News @ 6am	Comm	6a-7a	----1--	:30	1	\$400.00	P 3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	----1--	1		\$400.00		0.00					
E 5	WXIX	09/07/12	09/07/12	News @ 7a News @ 7am	Comm	7a-8a (7:00 AM-8:00 AM)	----1--	:30	1	\$400.00	P 3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	----1--	1		\$400.00		0.00					
E 6	WXIX	09/10/12	09/10/12	Late News M-F Late News M-F	Comm	10-11P	1-----	:30	1	\$1,200.00	P 3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	1-----	1		\$1,200.00		0.00					
E 7	WXIX	09/10/12	09/10/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	1-----	:30	1	\$100.00	P 3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	1-----	1		\$100.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXIX	09/10/12-09/16/12		NATE BERKUS 10A		10-11A	M-----	:30		(\$100.00)		0.00 NM		
See MG 7.2 [NATE ENDS ON 9/7]														
2	WXIX	09/10/12-09/14/12		News @ 5a		5a-6a	MTWThF----	:30		\$400.00		0.00 NM		
Ⓜ MG for 15.2,25.2,20.2,7.1														
E 8	WXIX	09/10/12	09/10/12	News @ 5a News @ 5a	Comm	5a-6a	1-----	:30	1	\$200.00	P 3	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	1-----	1		\$200.00		0.00					
E 9	WXIX	09/10/12	09/10/12	News @ 6a News @ 6am	Comm	6a-7a	1-----	:30	1	\$400.00	P 3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	1-----	1		\$400.00		0.00					
E 10	WXIX	09/10/12	09/10/12	News @ 7a News @ 7am	Comm	7a-8a (7:00 AM-8:00 AM)	1-----	:30	1	\$400.00	P 3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	1-----	1		\$400.00		0.00					
E 11	WXIX	09/09/12	09/09/12	NFL on Fox Game 1 NFL on Fox	Comm	1p-4p	-----1	:30	1	\$2,500.00	P 5	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----1	1		\$2,500.00		0.00					
E 12	WXIX	09/09/12	09/09/12	Late News Su Late News Sun	Comm	10-1102P	-----1	:30	1	\$1,200.00	P 3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----1	1		\$1,200.00		0.00					
E 13	WXIX	09/04/12	09/09/12	NFL Pre-game (reg seas NFL Pre-game	Comm	12n-1p	-----1	:30	1	\$800.00	P 1	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----1	1		\$800.00		0.00					
E 14	WXIX	09/06/12	09/13/12	Late News M-F Late News M-F	Comm	10-11P	---1---	:30	1	\$1,200.00	P 3	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	---1---	1		\$1,200.00		0.00					
Week:		09/10/12	09/16/12	---1---	1		\$1,200.00		0.00					



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Hiatus Dates

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Order Sep 00:15:00

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **690**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 15	WXIX	09/06/12	09/13/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	--- 1---	:30	1	\$100.00	P 3	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/03/12	09/09/12	--- 1---		1				\$100.00		0.00		
	Week:	09/10/12	09/16/12	--- 1---		1				\$100.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg Type</u>		
	2	WXIX	09/10/12-09/16/12	NATE BERKUS 10A		10-11A			--- Th-----	:30	(\$100.00)	0.00 NM		
	See MG 7.2 [NATE ENDS ON 9/7]													
E 16	WXIX	09/06/12	09/13/12	News @ 5a News @ 5a	Comm	5a-6a	--- 1---	:30	1	\$200.00	P 3	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/03/12	09/09/12	--- 1---		1				\$200.00		0.00		
	Week:	09/10/12	09/16/12	--- 1---		1				\$200.00		0.00		
E 17	WXIX	09/06/12	09/13/12	News @ 6a News @ 6am	Comm	6a-7a	--- 1---	:30	1	\$400.00	P 3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/03/12	09/09/12	--- 1---		1				\$400.00		0.00		
	Week:	09/10/12	09/16/12	--- 1---		1				\$400.00		0.00		
E 18	WXIX	09/06/12	09/13/12	News @ 7a News @ 7am	Comm	7a-8a (7:00 AM-8:00 AM)	--- 1---	:30	1	\$400.00	P 3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/03/12	09/09/12	--- 1---		1				\$400.00		0.00		
	Week:	09/10/12	09/16/12	--- 1---		1				\$400.00		0.00		
E 19	WXIX	09/04/12	09/11/12	Late News M-F Late News M-F	Comm	10-11P	- 1-----	:30	1	\$1,200.00	P 3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/03/12	09/09/12	-----		0				\$1,200.00		0.00		
	Week:	09/10/12	09/16/12	- 1-----		1				\$1,200.00		0.00		
E 20	WXIX	09/04/12	09/11/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	- 1-----	:30	1	\$100.00	P 3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/03/12	09/09/12	-----		0				\$100.00		0.00		
	Week:	09/10/12	09/16/12	- 1-----		1				\$100.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg Type</u>		
	2	WXIX	09/10/12-09/16/12	NATE BERKUS 10A		10-11A			- T-----	:30	(\$100.00)	0.00 NM		
	See MG 7.2 [NATE ENDS ON 9/7]													
E 21	WXIX	09/11/12	09/11/12	News @ 5a News @ 5a	Comm	5a-6a	- 1-----	:30	1	\$200.00	P 3	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/10/12	09/16/12	- 1-----		1				\$200.00		0.00		
E 22	WXIX	09/11/12	09/11/12	News @ 6a News @ 6am	Comm	6a-7a	- 1-----	:30	1	\$400.00	P 3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/10/12	09/16/12	- 1-----		1				\$400.00		0.00		
E 23	WXIX	09/11/12	09/11/12	News @ 7a News @ 7am	Comm	7a-8a (7:00 AM-8:00 AM)	- 1-----	:30	1	\$400.00	P 3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/10/12	09/16/12	- 1-----		1				\$400.00		0.00		
E 24	WXIX	09/05/12	09/12/12	Late News M-F Late News M-F	Comm	10-11P	-- 1----	:30	1	\$1,200.00	P 3	0.00 NM	2	\$2,400.00



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Order Sep 00:15:00

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **690**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	WXIX	09/05/12	09/12/12	Late News M-F Late News M-F	Comm	10-11P	-- 1----	:30	1	\$1,200.00	P 3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-- 1----		1				\$1,200.00		0.00			
	Week:	09/10/12	09/16/12	-- 1----		1				\$1,200.00		0.00			
E 25	WXIX	09/05/12	09/12/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	-- 1----	:30	1	\$100.00	P 3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-- 1----		1				\$100.00		0.00			
	Week:	09/10/12	09/16/12	-- 1----		1				\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WXIX	09/10/12-09/16/12		NATE BERKUS 10A		10-11A	-- W-----	:30		(\$100.00)		0.00	NM		
See MG 7.2 [NATE ENDS ON 9/7]															
E 26	WXIX	09/05/12	09/12/12	News @ 5a News @ 5a	Comm	5a-6a	-- 1----	:30	1	\$200.00	P 3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-- 1----		1				\$200.00		0.00			
	Week:	09/10/12	09/16/12	-- 1----		1				\$200.00		0.00			
E 27	WXIX	09/05/12	09/12/12	News @ 6a News @ 6am	Comm	6a-7a	-- 1----	:30	1	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-- 1----		1				\$400.00		0.00			
	Week:	09/10/12	09/16/12	-- 1----		1				\$400.00		0.00			
E 28	WXIX	09/05/12	09/12/12	News @ 7a News @ 7am	Comm	7a-8a (7:00 AM-8:00 AM)	-- 1----	:30	1	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-- 1----		1				\$400.00		0.00			
	Week:	09/10/12	09/16/12	-- 1----		1				\$400.00		0.00			
N 29	WXIX	09/14/12	09/14/12	Late News M-F Late News M-F	Comm	10-11P	---- 1--	:30	1	\$1,200.00	P 3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	---- 1--		1				\$1,200.00		0.00			
N 30	WXIX	09/14/12	09/14/12	News @ 5a News @ 5a	Comm	5a-6a	---- 1--	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	---- 1--		1				\$200.00		0.00			
N 31	WXIX	09/14/12	09/14/12	News @ 6a News @ 6am	Comm	6a-7a	---- 1--	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	---- 1--		1				\$400.00		0.00			
N 32	WXIX	09/14/12	09/14/12	News @ 7a News @ 7am	Comm	7a-8a (7:00 AM-8:00 AM)	---- 1--	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	---- 1--		1				\$400.00		0.00			
N 33	WXIX	09/14/12	09/14/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	---- 1--	:30	1	\$100.00	P 3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	---- 1--		1				\$100.00		0.00			



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Order Sep 00:15:00

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													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N33	WXIX	09/14/12	09/14/12	NATE BERKUS 10A	Comm	10-11A	----1--	:30	1	\$100.00	P 3	0.00 NM	1	\$100.00
NATE BERKUS 10A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	----1--	1		\$100.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
1	WXIX	09/10/12-09/16/12		NATE BERKUS 10A	10-11A		-----F----	:30		(\$100.00)		0.00	NM	
See MG 33.2														
[ENDS 9/7]														
2	WXIX	09/14/12-09/14/12		America Now 12P	12-1P		-----F----	:30		\$100.00		0.00	NM	
Ⓜ MG for 33.1 09/14														
													Totals	40 \$22,900.00